[0008] It is understood that other configurations of the subject technology will become readily apparent to those skilled in the art from the following detailed description, wherein various configurations of the subject technology are shown and described by way of illustration. As will be realized, the subject technology is capable of other and different configurations and its several details are capable of modification in various other respects, all without departing from the scope of the subject technology. Accordingly, the drawings and detailed description are to be regarded as illustrative, and not restrictive in nature.

DESCRIPTION OF DRAWINGS

[0009] Certain features of the subject technology are set forth in the appended claims. However, the accompanying drawings, which are included to provide further understanding, illustrate disclosed aspects and together with the description serve to explain the principles of the disclosed aspects. In the drawings:

[0010] FIG. **1** illustrates an example of an architecture for encouraging an individual to assume a leadership role associated with an online group relating to a subject matter.

[0011] FIG. **2** is a block diagram illustrating an example of a client computing device and a server from the architecture of FIG. **1**.

[0012] FIG. **3** illustrates an example of a process for encouraging an individual to assume a leadership role associated with an online group relating to a subject matter.

[0013] FIG. **4** conceptually illustrates one approach to implementing the process of FIG. **3**.

[0014] FIG. **5** conceptually illustrates an electronic system with which some aspects of the subject technology can be implemented.

DETAILED DESCRIPTION

[0015] The detailed description set forth below is intended as a description of various configurations of the subject technology and is not intended to represent the only configurations in which the subject technology can be practiced. The appended drawings are incorporated herein and constitute a part of the detailed description. The detailed description includes specific details for the purpose of providing a more thorough understanding of the subject technology. However, it will be clear and apparent to those skilled in the art that the subject technology is not limited to the specific details set forth herein and may be practiced without these specific details. In some instances, well-known structures and components are shown in block diagram form in order to avoid obscuring the concepts of the subject technology.

[0016] Online groups can relate to a variety of subject matters. However, not every online group includes discussions or content that is relevant or of a high quality. In some instances, this can be because the group leaders or administrators are not themselves particularly interested in or knowledgeable about the subject matter.

[0017] In some instances, an individual who is indeed interested in, knowledgeable about, or influential with respect to the same subject matter may not be the leader (e.g., administrator, moderator) of an online group. For example, the individual may feel hesitant to start their own online group, and may simply need a nudge. Or, the individual may be a member of the online group but not have the ability (e.g., due to a lack of administrative privileges) to curate the content or manage users therein.

[0018] The subject disclosure describes systems and techniques for encouraging an individual to assume a leadership role associated with an online group relating to a subject matter.

[0019] FIG. **1** illustrates an example of an architecture **100** for encouraging an individual to assume a leadership role associated with an online group relating to a subject matter. The architecture **100** includes client computing devices **110** and servers **170** connected over a network **140**.

[0020] The term "online group" as used herein encompasses its plain and ordinary meaning, including, but not limited to a group on a social media platform (e.g., a social media group), a forum, a content aggregation website, or a user-generated content website. The term "leadership role" as used herein encompasses its plain and ordinary meaning, including but not limited to abilities, powers, responsibilities that may be assigned to an individual who may moderate, curate, contribute, or otherwise manage users, privileges, settings, content, and the like within a preexisting group, or a new group.

[0021] The client computing devices **110** can be, for example, mobile computers, tablet computers, mobile devices (e.g., a smartphone or PDA), desktop computers, set top boxes (e.g., for a television), video game consoles, or any other devices having appropriate processing capabilities, communications capabilities, and memory.

[0022] The client computing devices **110** can be connected to the network **140**. The network **140** can include any one or more of a personal area network (PAN), a local area network (LAN), a campus area network (CAN), a metropolitan area network (MAN), a wide area network (WAN), a broadband network (BBN), the Internet, and the like. Further, the network **140** can include, but is not limited to, any one or more of the following network topologies, including a bus network, a star network, a ring network, a mesh network, a star-bus network, tree or hierarchical network, and the like.

[0023] The servers **170** can be for example, stand-alone servers, shared servers, dedicated servers, cluster/grid servers (e.g., a server farm), or cloud servers. Each of the servers **170** may include one or more processors, communications modules, and memory. The servers **170** may be configured to distribute workload (e.g., for loadbalancing) across multiple servers.

[0024] The client computing device **110** includes an input device **202**, an output device **204**, a processor **220**, a communications module **222**, and memory **240**. The input device **202** can be a touchscreen, a mouse, a keyboard, an audio input device (e.g., a microphone), a video input device (e.g., a camera, a motion detector), or any other device to enable a user to supply input **206** to the client computing device **110**. The output device **204** can be a display screen. Input **206** received via the input device **202** can be processed locally on the client computing device **110** and/or the server **170**.

[0025] The client computing device **110** is connected to the network **140** via a communications module **222**. The communications module **222** is configured to interface with the network **140** to send and receive information, such as data, requests, responses, and commands to other devices on the network **140**. The communications module **222** can be, for example, a modem or Ethernet card.